

What is claimed is:

- 1 1. An electronic commerce goods ordering method comprising:
2 specifying broad conditions for ordering a desired commodity by a
3 consumer;
4 searching a database for commodities having definite specifications
5 meeting the broad conditions specified by the consumer;
6 prioritizing the commodities found by said searching based on a
7 distributor's sales strategy; and
8 displaying to the consumer a subset of the commodities found above at
9 predetermined distributor set priority level.

1 2. The electronic commerce goods ordering method according to Claim 1,
2 wherein: the consumer, when ordering, is prompted to specify a category of a plurality of
3 categories, said plurality comprising a "complete product," a "set of components," or
4 "discrete components."

1 3. The electronic commerce goods ordering method according to Claim 1,
2 wherein, the consumer, when ordering, is prompted to specify a type of food.

1 4. The electronic commerce goods ordering method according to Claim 1,
2 wherein, the consumer, when ordering, is prompted to specify a restriction on diet.

1 5. The electronic commerce goods ordering method according to Claim 1,
2 wherein, the consumer, when ordering, is prompted to specify a price constraint, said
3 price constraint including low, medium, or high.

- 1 6. A method for displaying a limited list of goods to a consumer by a
- 2 distributor over network, said method comprising:
 - 3 receiving a customer requirement for goods;
 - 4 retrieving from a database a prioritized list of goods meeting said customer
 - 5 requirement;
 - 6 forming a reduced list from said prioritized list of goods based on a
 - 7 predetermined restriction; and
 - 8 displaying high priority items from said reduced list to said customer.

1 7. The method of claim 6 wherein said predetermined restriction is
2 selected from a group consisting of recency of order placement or seasonal basis of a
3 good of said prioritized list of goods.

1 8. The method of claim 6 wherein said prioritized list of goods comprises
2 goods having promotion points, each good of said prioritized list of goods having zero or
3 more promotion points.

1 9. The method of claim 8 wherein said promotion points comprise points
2 for excessive stock and sales campaign points.

1 10. A system for a consumer to view different levels in a distributor's
2 hierarchical list of goods, said system comprising:

3 a plurality of component dependency trees for goods maintained by a
4 distributor, wherein a component of a tree of said plurality of component dependency
5 trees has one or more sub-components;

6 a rating scheme for assigning promotion points to said one or more sub-
7 components, wherein a component rating is a sum of said component's sub-components
8 promotion points;

9 an user input for selecting a level of said component dependency trees, that
10 said user wants displayed; and

11 a distributor ordering mechanism based on said promotion points, such
12 that only a portion of goods available at said level is displayed to said user.

1 11. The system of claim 10 wherein said distributor ordering mechanism
2 selects goods for display to said consumer with promotion points above a predetermined
3 level.

1 12. The system of claim 10 wherein said distributor ordering mechanism
2 displays goods available at said level according to a predetermine order until a
3 predetermined number to be displayed is reached.

1 13. A plurality of tables stored in a computer readable medium for storing
2 promotion points related to an item offered by a distributor to a customer via a
3 communications network, said plurality of tables comprising:

PCT/EP2016/063450

4 a first table having a plurality of first level items , each first level item of
5 said plurality of first level items having a corresponding summation promotion value; and
6 a second table having a second level of a plurality of second level items,
7 wherein a first level item of said plurality of first level items has at least one second level
8 item and wherein said first level item's corresponding summation promotion value
9 includes said at least one second level item corresponding addition promotion value.

1 14. The plurality of tables of claim 13 further comprising
2 a third table having a third level of a plurality of third level items, wherein
3 a second level item of said plurality of second level items has at least one third level item
4 and wherein said second level item's corresponding addition promotion value includes
5 said at least third level item corresponding sub-addition promotion value.

1 15. The plurality of tables of claim 13 wherein said promotion values at
2 each level are used by said distributor in determining a menu of items displayed to said
3 customer, when said customer places an order related to said items.

1 16. A database system comprising a plurality of items that may be ordered
2 by a customer computer at a user selected level of a plurality of levels, and for use in
3 returning an order menu to said customer computer, said database system comprising:

4 a plurality of component tables for showing the relationship between a first
5 item of said plurality of items at a first level of a plurality of levels and one or more
6 second items of said plurality of items at a second level of said plurality of levels,
7 wherein said first item comprises said one or more second items;

8 a promotion table for each level indicating the promotion points assigned
9 to each item, wherein said first item has promotion points including an addition of
10 promotion points of said one or more second items; and

11 a menu table for returning to said customer computer a list of offered items
12 at said user selected level, wherein said list of offered items is based on said promotion
13 table for said user selected level.

1 17. A computer program product stored in a computer readable medium
2 for displaying a limited list of goods to a consumer by a distributor over a network, said
3 computer program product comprising:

4 code for receiving a customer requirement for goods;

5 code for retrieving from a database a prioritized list of goods meeting said
6 customer requirement; and

7 code for forming a reduced list from said prioritized list of goods based on
8 a predetermined restriction.